

# CONTRACT



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Great American Media (GMMB)**  
**1010 Wisconsin Avenue**  
**Washington, DC 20007**

<u>Contract / Revision</u> 477027 /		<u>Alt Order #</u> 06146293
<u>Product</u> DCCC		
<u>Contract Dates</u> 10/16/12 - 10/22/12		<u>Estimate #</u> 1194
<u>Advertiser</u> ISS DCCC		<u>Original Date / Revision</u> 10/15/12 / 10/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u> 11	<u>Product Code</u> 14
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 6	KVVU	10/16/12	10/22/12	The Dr.Oz Show	4-5p		:30			NM	1	\$1,035.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				8	\$215.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
				See MG 9.6,9.7,9.8,9.9,10,9.11,9.12								
	2	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
				See MG 6.9								
	3	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
				See MG 9.6,9.7,9.8,9.9,10,9.11,9.12								
	4	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								
	5	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
				See MG 9.6,9.7,9.8,9.9,10,9.11,9.12								
	6	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
				See MG 9.6,9.7,9.8,9.9,10,9.11,9.12								
	7	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
				See MG 9.6,9.7,9.8,9.9,10,9.11,9.12								
	8	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								
	9	KVVU	10/16/12-10/16/12	Special Early News	Special Early News	-Tu-----	:30		\$1,035.00	NM		
	Ⓜ			MG for 19.1,18.1,11.3,6.2								
N 11	KVVU	10/16/12	10/22/12	MORE Access	6-7pm		:30			NM	1	\$235.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$235.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	10/16/12-10/22/12	MORE Access	6-7pm	MTuWThF----	:30		\$235.00	NM		
				See MG 9.6,9.7,9.8,9.9,10,9.11,9.12								
	3	KVVU	10/16/12-10/22/12	MORE Access	6-7pm	MTuWThF----	:30		\$235.00	NM		
				See MG 6.9								
	4	KVVU	10/16/12-10/22/12	MORE Access	6-7pm	MTuWThF----	:30		\$235.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								
	5	KVVU	10/16/12-10/22/12	MORE Access	6-7pm	MTuWThF----	:30		\$235.00	NM		
				See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17								

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**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

<u>Contract / Revision</u> 477027 /		<u>Alt Order #</u> 06146293
<u>Contract Dates</u> 10/16/12 - 10/22/12		<u>Product</u> DCCC
<u>Advertiser</u> ISS DCCC		<u>Estimate #</u> 1194
		<u>Original Date / Revision</u> 10/15/12 / 10/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 18	KVVU	10/21/12	10/21/12	Sports Plus Su 1045p	1045p-11p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$435.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	Sports Plus Su 1045p	1045p-11p	-----Su	:30		\$435.00	NM		
	See MG 6.9											
N 19	KVVU	10/21/12	10/21/12	Fox News Sunday 8-9a	8-9a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----2				2	\$150.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/15/12-10/21/12	Fox News Sunday 8-9a	8-9a	-----Su	:30		\$150.00	NM		
	See MG 6.9											
	2	KVVU	10/15/12-10/21/12	Fox News Sunday 8-9a	8-9a	-----Su	:30		\$150.00	NM		
	See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12											
<b>Totals</b>											<b>62</b>	<b>\$46,315.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	62	\$46,315.00	\$39,367.75
<b>Totals</b>	<b>62</b>	<b>\$46,315.00</b>	<b>\$39,367.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP HEADLINE# 6146293 TRF# 477027 REP: TEL# 610-293-4100 FAX# 610-225-1191  
 \$\$\$ MOD# 2: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT15/12 09.55  
 ORDER WORKSHEET HARRIS REPORT FROM REP \*\*\* KVVU-TV \*\*\*

ADV # ADV. NAME ISS/DCCC REP. # OFF. # 762 SALESMAN #  
 AGY # 70858 AGY. NAME GREAT AMERICAN MEDIA BUYER NAME KATIE KEULEMAN

3050 K ST NW,  
 WASHINGTON, DC 20007  
 SALES PRSN PH- TERESA DIFURIA

ORDER # CONTRACT # 6146293 CLASS: NATL. LOCAL REGIONAL

PRDCT DCCC EST#1194 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT16/12 OCT22/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT15/12 09.55

REP: TO ROSE  
 FR NIKKI  
 OK'D M5 SEE LINES 39  
 TOTAL SAME  
 PLS CNF THANKS

STA: \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 CON CM DEMOCRATIC CONGRESSIONAL CAMPAIGN

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11  
 AGENCY PRODUCT CODE = 14  
 AGENCY EST# = 1194

6	ES		400P-500P	30		\$215.00	10/16	10/22	0		TU-F,M	0
PROGRAM : DR OZ CON COM1: DR OZ												

39	A		730P-800P	30		\$1,035.00	10/16	10/16	1		TUE	1
PROGRAM : SPECIAL NEWS AFTER THE DEBATE. ORD COM1: SPOTS N/A DUE TO RATE. MG IN SPECIAL NEWS AFTER THE DEBATE. NOT PRE- ORD COM2: BOOKED PLS APPROVE. THIS IS A MAKE-GOOD FOR OCT16 ON LINE-6 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT16 ON LINE-11 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT21 ON LINE-19 FOR 1 SPOT/WK THIS IS A MAKE-GOOD FOR OCT21 ON LINE-18 FOR 1 SPOT/WK												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

11	ES		600P-700P	30		\$235.00	10/16	10/22	1		TU-F,M	1
PROGRAM : MORE ACCESS CON COM1: MORE ACCESS												

18	S		1045P-1100P	30		\$435.00	10/21	10/21	0		SUN	0
PROGRAM : FOX 5 SPORTS EXTRA CON COM1: FOX 5 SPORTS EXTRA												

19	S		800A-900A	30		\$150.00	10/21	10/21	0		SUN	0
PROGRAM : FOX NEWS SUNDAY CON COM1: FOX NEWS SUNDAY												

STATION MAKEGOOD OFFERS:  
 M5 OK'D BUY#6 MISSED: TU-F,M/400P-500P OCT16 30S \$215.00 (OCT13/12)  
 BUY#11 TU-F,M/600P-700P OCT16 30S \$235.00  
 BUY#19 SUN/800A-900A OCT21 30S \$150.00  
 BUY#18 SUN/1045P-1100P OCT21 30S \$435.00  
 OFFER: TUE/730P-800P OCT16 30S \$1,035.00 PLS ADVISE.  
 CMT: SPOTS N/A DUE TO RATE. MG IN SPECIAL NEWS AFTER THE DEBATE. NOT PRE-  
 CMT: BOOKED PLS APPROVE.

OCT/12 46315.00 CONTRACT TOTAL 46315.00  
 TOTAL SPOTS 62

MARKET TOTALS \$231,575 KVVU 20% KSNV 31% KLAS 24% KTNV 16% KVMY 6% KVCW 2% CABL 0%  
 KTUD 1%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

# CONTRACT



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<u>Advertiser</u> ISS DCCC		<u>Original Date / Revision</u> 10/15/12 / 10/15/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u> 11	<u>Product Code</u> 14
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Great American Media (GMMB)  
1010 Wisconsin Avenue  
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
E 1	KVVU	10/16/12	10/22/12	The Dr.Oz Show	M-F 10a-11a		:30			NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/12	10/22/12	MTWTF--	5			\$175.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	KVVU	10/16/12-10/22/12	The Dr.Oz Show	M-F 10a-11a	MTuWThF----	:30		\$175.00	NM		
			See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12									
E 6	KVVU	10/16/12	10/22/12	The Dr.Oz Show	4-5p		:30			NM	1	\$1,035.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/12	10/22/12	MTWTF--	8			\$215.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
			See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12									
	2	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
			See MG 6.9									
	3	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
			See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12									
	4	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
			See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17									
	5	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
			See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12									
	6	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
			See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12									
	7	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
			See MG 9.6,9.7,9.8,9.9,9.10,9.11,9.12									
	8	KVVU	10/16/12-10/22/12	The Dr.Oz Show	4-5p	MTuWThF----	:30		\$215.00	NM		
			See MG 4.6,4.7,4.8,4.9,4.10,4.11,4.12,4.13,4.14,4.15,4.16,4.17									
	9	KVVU	10/16/12-10/16/12	Special Early News	Special Early News	-Tu-----	:30		\$1,035.00	NM		
	Ⓜ MG for 19.1,18.1,11.3,6.2											
E 9	KVVU	10/16/12	10/22/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	9	\$11,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		10/16/12	10/22/12	MTWTF--	5			\$365.00				

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<u>Advertiser</u> ISS DCCC		<u>Original Date / Revision</u> 10/15/12 / 10/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount																																																																																																																																																											
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E 21	KVVU	10/16/12	10/16/12	Raising Hope/Ben and Kate	Tue 8p-9p		:30			NM	1	\$2,800.00																																																																																																																																																											
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N 23	KVVU	10/21/12	10/21/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$1,200.00																																																																																																																																																											

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

Contract / Revision	Alt Order #
477027 /	06146293

Contract Dates	Product	Estimate #
10/16/12 - 10/22/12	DCCC	1194

Advertiser	Original Date / Revision
ISS DCCC	10/15/12 / 10/15/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$1,200.00			
N 24	KVVU	10/21/12	10/21/12	CSI:Miami	Sun 12-1am		:30			NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$310.00			
Totals											64	\$47,825.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/22/12	64	\$47,825.00	\$40,651.25
<b>Totals</b>	<b>64</b>	<b>\$47,825.00</b>	<b>\$40,651.25</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT15/12 19.02

REP : TO ROSE  
FR NIKKI  
REINVESTED \$ FR 6263924 6263930 6146240  
SEE LINES 40-41  
NEW TOTAL \$47825 (+1510)  
PLS CNF THANKS

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
DEMOCRATIC CONGRESSIONAL CAMPAIGN

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
AGENCY ADVERTISER CODE = 11 AGENCY PRODUCT CODE = 14 AGENCY EST# = 1194												
40	A		1045P-1100P	30		\$1,200.00	10/21	10/21	1		SUN	1
PROGRAM : SPORTS WRAP UP ORD COM1 : REINVESTMENT FR PREVIOUS ORDERS												
41	A		1200M-100A	30		\$310.00	10/21	10/21	1		SUN	1
PROGRAM : CRIMINAL MINDS ORD COM1 : REINVESTMENT FR PREVIOUS ORDERS												



REP HEADLINE# 6146293      TRF# 477027      REP: TEL# 610-293-4100      FAX# 610-225-1191  
 \$\$\$ MOD# 2: UNAPPROVED REV #2 \$\$\$      ORDER WORKSHEET      AGENCY CREDIT RISK !!!      OCT15/12 19.02  
 \*\*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
OCT/12						47825.00						

CONTRACT TOTAL 47825.00  
 TOTAL SPOTS 64

MARKET TOTALS \$231,575      KVVU 20%      KSNV 31%      KLAS 24%      KTNV 16%      KVMY 6%      KVCW 2%      CABL 0%  
 KTUD 1%

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE